

Message Text

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ACTION EUR-12

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R 231430Z MAY 78
FM AMCONSUL HAMBURG
TO USDOC WASHDC
SECSTATE WASHDC 4756
INFO AMEMBASSY BONN
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL MUNICH
AMCONSUL STUTTGART
USICA WASHDC
AMERIKA HAUS HANNOVER BY POUCH

UNCLAS SECTION 1 OF 2 HAMBURG 652

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: U.S. BUSINESS INFORMATION OFFICE AT HANNOVER FAIR,
APRIL 19 -27, 1978

REF: 77 HAMBURG 603

1. SUMMARY: FOR THE FOURTH STRAIGHT YEAR, POST RAN A
BUSINESS INFORMATION OFFICE (BIO) AT HANNOVER FAIR.
FOUR STATES WITH OFFICES IN EUROPE JOINED OUR EFFORT.
AND, UNDER A NEW GAME PLAN, EVERY U.S. CONSULATE IN
THE FRG PARTICIPATED BY SENDING REPRESENTIVES.
PUBLICITY CAMPAIGN WAS ON TARGET. RESULTS IN TERMS OF
CONTACTS, TRADE OPPORTUNITIES, AND LICENSING PROPOSALS
EXCEEDED ALL EXPECTATIONS. WE BELEIVE BIO SHOULD BE
MOUNTED AGAIN NEXT YEAR IF FAIR AUTHORITIES KEEP
INEVITABLE RENT HIRE WITHIN REASONABLE BOUNDS.
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2. THE PLANNING, BUDGETING, AND MANAGEMENT FOR THE
1978 HANNOVER FAIR BIO WAS EXECUTED BY AMCONGEN
HAMBURG WITH EXPERT ADVICE COMING FROM AMEMBASSY BONN.
CONTACTS FOR THE FAIR WERE DEVELOPED BY ALL AMERICAN
CONSULATES IN THE FRG, THE U.S. MISSION IN BERLIN,
AND AMEMBASSY BONN. THE BIO WAS FUNDED BY A TEN

THOUSAND DOLLAR APPROPRIATION FROM USDOC AND ONE THOUSAND DOLLARD FROM EACH OF THE FOUR STATE OFFICES WHICH JOINED IN THE EFFORT (ILLINOIS, NEW YORK STATE, OHIO, AND THE PORT AUTHORITY OF NEW YORK AND NEW JERSEY). AMERIKA-HAUS HANNOVER, AS IN PREVIOUS YEARS, PROVIDED A FULL-TIME RECEPTIONIST, LOGISTICAL SUPPORT, AND PUBLIC RELATIONS EXPERTISE.

3. THE BIO AT THE 1978 HANNOVER FAIR SUCCEEDED BEYOND ALL EXPECTATIONS. VISITORS TOTALLED, 3911, AN INCREASE OF 17 PERCENT OVER 1977. OF THESE 304 WERE CONSIDERED SERIOUS BUSINESS CALLERS, A 24 PERCENT INCREASE. ALTHOUGH TRADE OPPORTUNITIES DEVELOPED AT HANNOVER AT THE BIO HAVE NOT BEEN COMPLETELY PROCESSED, IT APPEARS THEY WILL BE IN EXCESS OF 280, TEN TIMES MORE THAN THE PREVIOUS YEAR; FIFTEEN LICENSING PROPOSALS WERE DEVELOPED COMPARED WITH SEVEN THE PREVIOUS YEAR. THE ONLY DECREASE WAS IN JOINT VENTURE PROPOSALS WHICH DROPPED FROM THREE TO TWO. IN ADDITION TO THE IMPRESSIVE FIGURES GENERATED AT THE BIO ITSELF, EVERY CONSULATE IN THE FRG, PLUS THE U.S. MISSION IN BERLIN SENT REPRESENTATIVES TO HANNOVER WHO -- EMPLOYING THE "STROLLING SPRECHTAG" TECHNIQUE -- FANNED OUT THROUGHOUT THE FAIR GROUNDS MAKING CONTACTS AND DEVELOPING TO'S AND LICENSING OPPORTUNITIES. SOME CONSULATES PREFERRED TO CONCENTRATE ON FIRMS FROM THEIR CONSULAR DISTRICT
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WHO WERE EXHIBITING; OTHERS CONCENTRATED ON THOSE DEALING IN PRODUCTS FALLING IN THEIR AREA OF CERP OR "BEST PROSPECTS" RESPONSIBILITY. FULL RESULTS ARE NOT YET AVAILABLE, BUT WE ESTIMATE MORE THAN 150 FIRM WERE CONTACTED. ALL CONSULATE REPRESENTATIVES EXPRESSED A FAVORABLE OPINION REGARDING THIS NEW GAME PLAN WHICH INVITED THEIR PARTICIPATION AT HANNOVER; THREE SO FAR HAVE EXPLICITLY STATED THEIR DESIRE TO TAKE PART NEXT YEAR.

4. DETAILS HAVE NOT YET BEEN RECEIVED FROM THE PARTICIPATING STATES. ILLINOIS, HOWEVER, HAS REFERRED TO THE BIO AS THE BEST SHOW IN MEMORY. OHIO REPORTED A FOURFOLD INCREASE IN USEFUL CONTACTS. NEW YORK STATE, PARTICIPATING FOR THE FIRST TIME, SAID THEY WERE MORE THAN PLEASED WITH THE RESULTS. ALL STAKED A CLAIM FOR THE 1979 HANNOVER BIO.

5. ECONOMIC/COMMERCIAL MINISTER-COUNSELOR YORK, ACCOMPANIED BY COMMERCIAL COUNSELOR COONTZ, VISITED THE BIO APRIL 25 AS DID HAMBURG CONSUL GENERAL KISELYAK. THEY JOINTLY HOSTED A LUNCHEON ATTENDED BY THE STATE REPRESENTATIVES, THE REPRESENTATIVES

FROM THE CONSULATES, THE HAMBURG TEAM STAFFING THE
BIO, AND THE HANNOVER AMERIKA HAUS DIRECTOR.
THE BONN OFFICERS AND CONSUL GENERAL KISELYAK
VISITED A TOTAL OF EIGHT U.S. EXHIBITORS, RANGING FROM
GIANTS LIKE GENERAL ELETRIC AND 3M TO SMALL FIRST
TIME EXHIBITORS LIKE SUN-ECON, INC. THE VISITS
WERE RECEIVED WITH ENTHUSIASM AND HOSPITALITY.
KISELYAK

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6. THE RESULTS ACHIEVED AT THE 1978 HANNOVER FAIR
BY THE BIO AND THE VISITING CONSULATE REPRESENTATIVES
ATTEST TO ONE FACT: WE ARE DOING SOMETHING RIGHT.

A. FIRSTLY, THE REFTEL WHICH REPORTED ON THE
1977 HANNOVER FAIR RIGHTLY COMPLAINED THAT PROPER
PUBLICITY AND IDENTIFICATION WERE NOT GIVEN TO THE
INTERNATIONALER TREFFPUNKT (IT) BY THE FAIR AUTHORI-
TIES. THIS NEGLIGENCE ON THE PART OF THE FAIR
AUTHORITIES WAS VIGOROUSLY POINTED OUT TO THEM IN NO
UNCERTAIN TERMS AT THE CLOSE OF THE 1977 BIO. THE
FAIR AUTHORITIES REACTED POSITIVELY. REFERENCE TO
THE PRESENCE OF NATIONAL AND REGIONAL TRADE AND
INVESTMENT AUTHORITIES AT THE 1978 FAIR WAS MADE
IN ALL GENERAL FAIR PUBLICITY, THE IT BUILDING ITSELF

WAS CLEARLY LETTERED; ITS LOCATION AND THE NAMES OF PARTICIPATING AUTHORITIES (WITH FLOOR PLAN) APPEARED IN THE CATALOG. A HALF PAGE ADVERTISEMENT FOR UNCLASSIFIED

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THE BIO ON THE PAGE OPPOSITE THE FLOOR PLAN EMPHASIZED U.S. PRESENCE.

B. SECONDLY, OUR OWN PUBLICITY EFFORTS WERE ON TARGET. THE CONSUL GENERAL HELD A PRESS CONFERENCE IN THE CONSULATE ON APRIL 18 WHICH ATTRACTED FOUR KEY ECONOMIC JOURNALISTS. REPRESENTATIVES OF THE FOUR PARTICIPATING STATE AUTHORITIES WERE PRESENT AND BRIEFED THE JOURNALISTS AS DID THE CHIEF OF THE E/C SECTION. ARTICLES IN THE HAMBURGER ABENDBLATT AND THE FRANKFURTER ALLGEMEINE ENSUED; THERE WAS ALSO RADIO COVERAGE ON BOTH NORTH AND SOUTH GERMAN RADIO NETWORKS. A NORTH GERMAN RUNDfunk TV CREW VISITED THE BIO ITSELF, DRAWING OUR ACTIVITIES TO THE ATTENTION OF VIEWERS THROUGHOUT GERMANY. A MASSIVE DIRECT MAIL OPERATION WAS ALSO UNDERTAKEN. THE EMBASSY ANNOUNCED THE BIO TO SUBSCRIBERS OF "USA HANDEL"; THE HAMBURG CONSULATE INFORMED ALL FIRMS IN THE CONSULAR DISTRICT LISTED IN THE FOREIGN TRADERS INDEX (APPROXIMATELY 3,500) OF OUR PRESENCE AT HANNOVER; OTHER CONSULATES IN THE FRG MADE SELECTED MAILINGS AS DID THE STATE REPRESENTATIVES. AN ADVERTISEMENT, IN ADDITION THE FAIR CATALOG AD, WAS PLACED IN WIRTSCHAFTSWOCHE, AN AUTHORITATIVE BUSINESS MAGAZINE. SOMEHOW IT ALL JELLED. WE ATTRACTED, TO AN UNPRECEDENTED EXTENT, THE VISITORS WE WANTED.

C. THIRDLY, AT THE BIO ITSELF A RELATIVELY HARD SELL TECHNIQUE WAS EMPLOYED. WE ENGENDERED GOOD PUBLIC RELATIONS AND HANDED OUT VOLIMINOUS AMOUNTS OF GENERAL TRAVEL LITERATURE, BUT NO ONE WAS IN DOUBT AS TO OUR MAIN PURPOSE, "TRADE AND INVESTMENT," OR AS A LARGE SIGN AT THE FRONT WINDOW CLEARLY INDICATED "HANDEL ---- INVESTITIONER."

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7. GIVEN THE HEARTENING RESULTS OF OUR BIO IN 1978, WE CAN RECOMMEND WITHOUT HESITATION MOUNTING A SIMILAR EFFORT IN 1979. WE BELEIVE MOST IF NOT ALL OF THE US CONSULATES IN THE FRG FOUND 1978 WORTHWHILE AND WILL WANT TO RETURN. FURTHERMORE, IT APPEARS ALL THE STATE REPRESENTATIVES PARTICIPATING THIS YEAR WANT

TO COME BACK. IN ADDITION, TWO OTHER STATES HAVE
ALREADY TENTATIVELY REQUESTED TO TAKE PART. THE ONLY
CLOUD ON THE HORIZON IS THE INEVITABLE ATTEMPT BY
THE FAIR AUTHORITIES TO RAISE THEIR CHARGES BASED
ON THE CLAIM THAT THE U.S. PAYS LESS FOR ITS SPACE
THAN OTHER NATIONAL AND REGIONAL TRADE AND INVESTMENT
AUTHORITIES. OUR NEGOTIATIONS AT HANNOVER WILL BE
TOUGH, BUT IF RENT CAN BE KEPT AT A REASONABLE
LEVEL, WE SHOULD RETURN.
KISELYAK

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